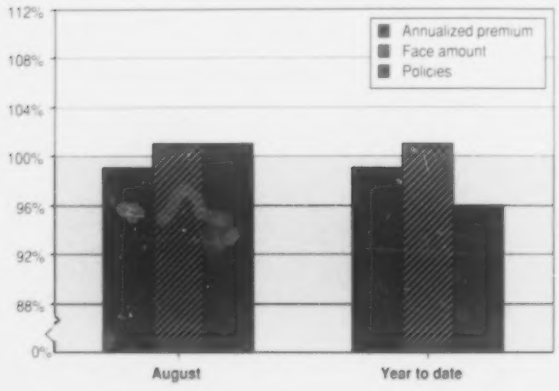
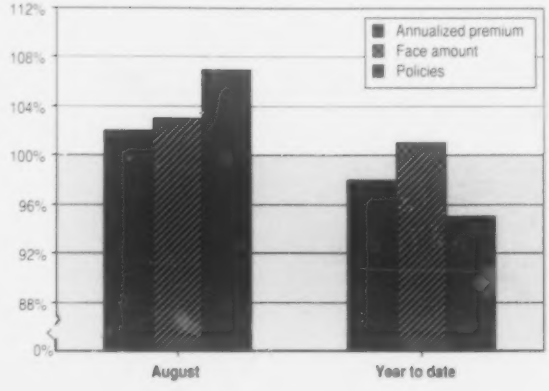
102 Ordinary Companies and Departments

Ratio 1991/1990



14 Home Service Companies and Departments

Ratio 1991/1990



Policy Characteristics – All Companies

August 1991 Year to Date

	Premium per $1,000	Ratio 91/90	Average size policy	Ratio 91/90	Premium per policy	Ratio 91/90
Total home service companies and departments	$14.82	97%	$ 15,588	106%	$ 231	104%
Total ordinary companies and departments	$ 9.11	98%	$ 105,225	106%	$ 959	103%
Total sales	$ 9.44	98%	$ 79,339	106%	$ 749	104%

Policy Characteristics by Product

August 1991 Year to Date

	Premium per $1,000	Ratio 91/90	Average size policy	Ratio 91/90	Premium per policy	Ratio 91/90
Term (87 cos.)	$ 2.65	102%	$163,134	100%	$ 432	102%
Universal life (94 cos.)	$11.27	102%	$ 94,995	102%	$ 1,071	104%
Variable life (9 cos.)	$12.17	95%	$107,555	108%	$ 1,309	102%
Variable universal life (26 cos.)	$11.84	92%	$114,839	103%	$ 1,359	95%
Whole life (85 cos.)	$16.93	99%	$ 40,996	107%	$ 694	106%

Sales Comparisons with Last Year

Ratio 1991/1990

		Annualized premiums	Face amount	Number of policies
Term (87 cos.)	August	112%	108%	139%
	Year to date	109%	107%	107%
Universal life (94 cos.)	August	92%	89%	83%
	Year to date	98%	96%	94%
Variable life (9 cos.)	August	86%	88%	81%
	Year to date	68%	71%	66%
Variable universal life (26 cos.)	August	85%	91%	77%
	Year to date	74%	80%	78%
Whole life (85 cos.)	August	102%	102%	102%
	Year to date	101%	102%	95%

Single Premium vs. Periodic Premium

(in thousands)

	Single premium (full value)			Annualized premium (excluding single)		
	1990	1991	Ratio 91/90	1990	1991	Ratio 91/90
August	$ 96,492	$ 93,231	97%	$ 499,218	$ 496,264	99%
Year to date	$ 711,588	$ 733,727	103%	$ 3,883,735	$ 3,830,479	99%

Universal Life

August Interest Rates

Median	8.2%
Range	5.0% - 10.0%
Range of middle 50%	8.0% - 8.6%
Number of companies reporting	90
Number of plans reported	272

Contributors' Growth Rates

Change in Annualized Premium

Year to date percent change 1990 - 1991	Number of . . . Ordinary cos./depts.	Home service cos./depts.
21% or over	17	0
11% – 20%	13	2
1% – 10%	17	6
-9% – 0	29	5
-19% – -10%	10	1
-20% or under	16	0

August Sales

	Annualized premium* (000)			Face amount (000)			Number of policies		
111 Companies									
	1990	1991	Ratio 91/90	1990	1991	Ratio 91/90	1990	1991	Ratio 91/90
January	$ 418,346	$ 420,439	100%	$ 42,219,860	$ 43,402,782	103%	558,319	538,559	96%
February	434,237	435,559	100	45,608,233	47,225,524	104	656,159	622,736	95
March	528,466	496,164	94	55,047,556	52,624,766	96	772,555	692,188	90
April	502,579	505,872	101	52,312,857	54,028,693	103	717,021	686,603	96
May	531,326	519,378	98	54,842,239	55,208,022	101	699,540	661,561	95
June	538,088	526,718	98	54,864,554	54,328,663	99	730,203	670,163	92
July	492,985	494,135	100	50,400,577	52,919,570	105	651,138	640,086	98
August	508,867	505,587	99	53,578,168	53,928,623	101	683,526	701,994	103
September	468,678			48,574,124			644,199		
October	513,772			55,083,121			713,163		
November	499,154			52,382,358			652,104		
December	699,226			65,630,371			740,441		
Year total	$ 6,135,724			$630,544,018			8,218,368		
Year to date	$ 3,954,894	$3,903,852	99%	$408,874,044	$413,666,643	101%	5,468,461	5,213,890	95%
102 Ordinary Companies and Departments									
August	$ 465,191	$ 461,085	99%	$ 50,606,765	$ 50,871,370	101%	493,006	497,911	101%
Year to date	$ 3,600,390	$3,555,903	99%	$385,635,313	$390,196,212	101%	3,881,574	3,708,209	96%
14 Home Service Companies and Departments									
August	$ 43,676	$ 44,502	102%	$ 2,971,403	$ 3,057,253	103%	190,520	204,083	107%
Year to date	$ 354,504	$ 347,949	98%	$ 23,238,731	$ 23,470,431	101%	1,586,887	1,505,681	95%

*Includes 10 percent of single premiums

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 10 years' duration) and products without insurance (such as annuities). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 111 companies — and their 52 subsidiary companies — operating in the United States. These contributors represent 58 percent of the 1989 United States ordinary volume sold and 63 percent of 1989 *first-year collected* premiums. Since no industry data are available on total *annualized* new ordinary premiums, the proportion of annualized premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

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